

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Richard Eldredge on 03/10/2011.

The application has been amended as follows:

Replace the Abstract as follows:

A method of presenting digital content to a user on a display of a computing device displaying a continuous stream of digital content in a stream portion of the display, obtaining a current context of the user and the computing device, providing contextual sensitivities for the digital content items, determining a value for the digital content item's relevance of being displayed, calculating a probability of displaying the digital content item based upon the value of the digital content item's relevance of being displayed, performing a random selection of the digital content item based upon the probability of displaying the digital content item, and presenting the digital content item in the stream of digital content being displayed.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to MYLINH TRAN whose telephone number is (571)272-4141. The examiner can normally be reached on M-F 8:30-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo can be reached on 571-272-4847. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MyLinh Tran
AU: 2179

/Weilun Lo/
Supervisory Patent Examiner, Art Unit 2179